

**REMARKS**

Claims 1-34 are now pending in the application, with claims 1, 18 and 31-34 being the independent claims. Claims 35-37, which previously were withdrawn from consideration in this application, have been canceled above.

Initially, Applicant thanks the Examiner for the telephonic interview conducted on October 8, 2004, with Applicant's attorney. During the interview, Applicant's attorney described the following representative example of how the present invention might be utilized.

An individual browsing the Internet enters a Web address or clicks on a link, causing his or her computer to transmit a data packet to a server that implements a process according to the present invention. In response to receiving such a data packet, the server sends out one or more probe packets based on information contained within such data packet, in order to identify one or more Internet routers in the vicinity of the individual (e.g., on the first hop or after a couple of hops). The identification of such routers permits the server to establish at least a rough geographic location for the individual. As a result, geographic-specific information immediately is transmitted to the individual, without any further information from the individual and without ever having had previous contact with such individual.

In a more specific example, which was discussed during the interview, a user clicks on a link for (or simply enters the domain name of) BMW. Rather than being presented with the worldwide homepage for BMW (with choices of various languages), BMW's Web server is implementing a process according to the present invention. Accordingly, the initial page presented to the user instead is BMW's United States

homepage (in English). In addition, that initial Web page is populated with information about (and/or links to) dealership locations in the near vicinity of the user.

Based on these examples, the Examiner indicated that the present claims likely would be allowable, at least over the presently applied art, if amended: (i) to clarify that the original data packet originates from a person or entity that is different than the entity implementing the process, (ii) to include more substance about identifying a geographic location for the sender, and (iii) to recite the inclusion of geographic-specific information (based on that location) in a communication that is sent in response to the data packet.

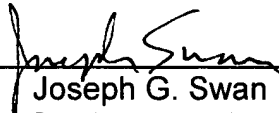
In accordance with these indications, Applicant has amended the claims above as suggested by the Examiner. Accordingly, all pending claims are now believed to be in condition for allowance, and an indication to that effect is respectfully requested.

If there are any fees due in connection with the filing of this paper that have not been accounted for in this paper or the accompanying papers, please charge the fees to our Deposit Account No. 13-3735. If an extension of time under 37 C.F.R. 1.136 is required for the filing of this paper and is not accounted for in this paper or the accompanying papers, such an extension is requested and the fee (or any underpayment thereof) should also be charged to our Deposit Account No. 13-3735. A duplicate copy of this page is enclosed for that purpose.

Respectfully submitted,

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